

## Message Text

LIMITED OFFICIAL USE

PAGE 01 BELGRA 01566 121422 Z

47

ACTION EUR-25

INFO OCT-01 ADP-00 CIAE-00 DODE-00 PM-09 H-02 INR-10 L-03

NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15 NIC-01 OMB-01

RSR-01 /083 W

----- 051683

R 121341 Z APR 73

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 5932

USIA WASHDC

INFO AMCONSUL ZAGREB

LIMITED OFFICIAL USE BELGRADE 1566

E. O. 11652: N/ A

TAGS: PFOR, OGEN, YO, APUB

SUBJECT: US- YUGOSLAV RELATIONS AND THE PRESS

REF: USIA 6850, 6851

1. SUMMARY: DURING MEETING WITH SECINFO, NYT EDITORIAL AND RD ARTICLE ALTERNATELY DESCRIBED AS " EFFORTS PRESSURE YUGOSLAVIA" AND " MALICIOUS HOSTILITY." PAO QUESTIONED DESCRIPTIONS, NOTING MOMENTUM SUCH ISSUES ACHIEVE, PLUS NEGATIVE IMPRESSION GIVEN BY NATION- WIDE YUGOSLAV PUBLICITY RESULTING FROM TANJUG COVERAGE VOA/ CAMP COUNSELOR ISSUES. CONCURRED THAT MUTUAL INTEREST EXISTED DOWNPLAYING MEDIA COVERAGE OF TYPE HARMFUL TO BILATERAL RELATIONSHIP. END SUMMARY.

2. INFO PROVIDED REFTELS ARRIVED JUST AS PAO LEAVING FOR MEETING WITH ASST SECINFO CUDINA RE USICS ( SEPTTEL). PROVED USEFUL DURING HOUR- AND- HALF CONVERSATION ON SUBJECT FOLLOWING CONCLUSION DISCUSSION USICS.

3. CUDINA BEGAN BY ASKING PAO HOW TO EXPLAIN NYT AND READERS DIGEST COVERAGE AFTER CONCURRENCE BOTH SIDES DESIRABLE DOWNPLAY PRESS CAMPAIGN. POINTED TO CORRECTION IN FRONT AND LACK FURTHER COVERAGE THIS AND CAMP COUNSELOR ISSUES BY YUGOSLAV MEDIA AS  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 BELGRA 01566 121422 Z

EVIDENCE THEIR GOOD FAITH. SAID NYT EDITORIAL ESPECIALLY HARMFUL DUE QUESTIONING WHETHER ECONOMIC COOPERATION COMPATIBLE WITH "ANTI- AMERICAN" PRESS CAMPAIGN. STATED IMPLICATION THAT SUCH CAMPAIGN " SYNCHRONIZED WITH MOSCOW" ESPECIALLY HARD TO TAKE. ALSO NEGATIVE COVERAGE IN READERS DIGEST, " WHICH SOMEHOW ASSOOCIATED WITH USIA, DIFFICULT UNDERSTAND. SAID COULD ONLY CONCLUDE THAT RENEWED NEGATIVE COVERAGE CONSTITUTED EITHER " ATTEMPT EXERT PRESSURE ON YUGOSLAVIA OR MALICIOUSNESS AND HOSTILITY ON PART PUBLICATIONS IN QUESTION." ( THIS ASSERTION REPEATED AT LEAST THREE TIMES DURING CONVERSATION.) YUGOSLAVIA, HE SAID, HAD " NO NEED FOR ANTI- AMERICAN CAMPAIGN AND WAS NOT GUILTY OF CHARGE."

4. PAO REPLIED HAD NOT SEEN FULL TEXTS ARTICLES IN QUESTION, BUT RATHER ONLY TANJUG EXCERPTS. HOWEVER, HAD JUST RECEIVED MORE COMPLETE INFORMATION THAT INDICATED TANJUG EXCERPTED ONLY NEGATIVE PARTS OF ARTICLES, WHICH ALSO HAD POSITIVE THINGS TO SAY ABOUT YUGOSLAVIA. CONTINUED, THAT ALTHOUGH BOTH SIDES HAD AGREED TO DOWNPLAY PRESS COVERAGE OF ISSUES, SUCH THINGS INEVITABLY ACQUIRED OWN MOMENTUM WHICH CAUSED THEM PERSIST DESPITE EFFORTS MADE PLAY THEM DOWN. MOREOVER, ALTHOUGH YUGOSLAV GOVERNMENT MAY NOT HAVE INTENDED COVERAGE TO APPEAR AS ANTI- AMERICAN CAMPAIGN, FACT THAT TANJUG OFFICIAL PRESS AGENCY, CHOSE TO COVER ISSUES RESULTED IN YUGOSLAV NATION- WIDE PUBLICITY ALMOST ALL MAJOR NEWSPAPERS. IF ATTACK ON VOA HAD APPEARED ONLY IN FRONT, AT MOST FEW THOUSAND YUGOSLAV SOLDIERS WOULD HAVE READ IT. HOWEVER, TANJUG'S COVERAGE BROUGHT IT TO ATTENTION NOT ONLY EMBASSY BUT ALSO FOREIGN PRESS AND YUGOSLAV MEDIA ACROSS ENTIRE COUNTRY. SUCH BROAD COVERAGE INEVITABLY GAVE IMPRESSION OF COORDINATED CAMPAIGN WHETHER OR NOT SO INTENDED. IN U. S. PRIMARILY MAJOR PUBLICATIONS LIKE NYT, WP AND CSM HAD COVERED, AND EACH DIFFERENTLY. NO DOUBT COVERAGE FORMER TWO ALSO INFLUENCED BY PERSONAL ATTACKS ON THEIR BELGRADE CORRESPONDENTS. HOWEVER, NO " SINISTER FORCES" INVOLVED AS IMPLIED, WHICH INFLUENCED THEM ON COVERAGE. MOREOVER, RD, ALTHOUGH EDITOR MEMBER USIA ADVISORY COMMISSION, STILL VERY MUCH PRIVATE PUBLICATION AS ARE NYT AND WP, NEITHER OF WHICH CURRENTLY CLOSE TO ADMINISTRATION. ALSO HIGHLY IMPROBABLE THAT " DELIBERATE MALICIOUSNESS" INVOLVED, SINCE BOTH, AND ESPECIALLY LATTER, PRIMARILY POSITIVE RE YUGOSLAVIA. CONCLUDED WITH REPET RECOMMENDATION THAT AMBASSADOR GRANFIL AND/OR PROMINENT VISITING YUGOSLAV TAKE EDITORS TO LUNCH AND HAVE FRANK TALK WITH THEM RE COVERAGE, EXPOUNDING YUGOSLAV POSITION. LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 BELGRA 01566 121422 Z

5. CUDINA EXPRESSED THANKS FOR SUGGESTION AND REPEATED  
ASSERTION RE READINESS OF SECINFO MEET WITH FOREIGN PRESS  
ANYTIME. EXPRESSED OPINION BOTH SIDES SHOULD CONTINUE DO  
WHAT COULD TO DECREASE HARMFUL MEDIA COVERAGE.

6. PAO CONCURRED AND SAID WOULD SEND COPIES COMPLETE ARTICLES  
TO SECINFO WHEN RECEIVED, SINCE ACCURATE EVALUATION COULD NOT  
BE MADE BASED ON TANJUG EXCERPTS.  
JOHNSON

LIMITED OFFICIAL USE

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* LIMITED OFFICIAL USE

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:**  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 APR 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** morefirh  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973BELGRA01566  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** n/a  
**Errors:** n/a  
**Film Number:** n/a  
**From:** BELGRADE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19730439/aaaaiehw.tel  
**Line Count:** 130  
**Locator:** TEXT ON-LINE  
**Office:** ACTION EUR  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 73 USIA 6850, 6851  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** morefirh  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 OCT 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <09-Oct-2001 by kelleyw0>; APPROVED <15-Oct-2001 by morefirh>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** <DBA CORRECTED> gwr 971222  
**Subject:** US- YUGOSLAV RELATIONS AND THE PRESS  
**TAGS:** APUB, OGEN, PFOR, YO  
**To:** EUR  
SECSTATE WASHDC  
USIA  
ZAGREB  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005